GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:853
ANSWERED ON:24.07.2015
Growth in Advertisement Industry
Pandey Dr. Mahendra Nath

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there has been high growth in the advertisement industry during the last three year;

(b) if so, the details thereof along with the average growth rate;

(c) the total business in this industry during the said period; and

(d) the financial incentives provided by the Government to boost the advertisement industry?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

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(a) to (c) As per the Report of Media and Entertainment Industry, 2015 by Federation of Indian Chambers of Commerce and Industry (FICCI)-KPMG, the growth rate in advertisement industry during the last three years (i.e. 2012, 2013 and 2014) and total business in this industry during the said period is placed at Annexure.

(d) Government's efforts to help the development of the advertisement industry is an ongoing process. The Government has granted 19% interim hike with respect to the government funded Print Media advertisements rate of Directorate of Advertising and Visual Publicity (DAVP), with effect from 15.10.2013.
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